

U. S. Department of Agriculture  
Extension Service

MONTHLY REPORT OF SIGNIFICANT ACTIVITIES  
of the  
DIVISION OF EXTENSION INFORMATION  
For December 1945

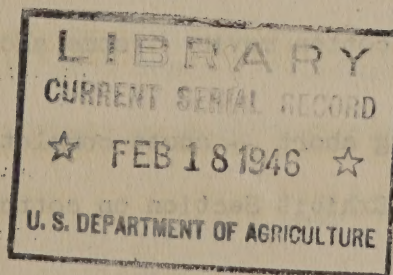
Principal operations of the Division which concern public information about various phases of the extension program, materials developed for extension field use, and some of the service and information activities for the States and counties.

<u>Program</u>	<u>Page</u>
I. Anti-Inflation.....	2
II. Cotton.....	2
III. 8-Point Dairy Program.....	3
IV. Farm Labor.....	3
V. Farm Safety.....	3
VI. Fat Salvage.....	4
VII. Fire Prevention.....	4
VIII. Food Production.....	4
IX. 4-H Club Work.....	4
X. Good Neighbor Relations.....	5
XI. Home Demonstration Work.....	5
XII. Home Food Preservation.....	6
XIII. Local Leaders.....	6
XIV. Negro Extension Work.....	6
XV. Nutrition and Health.....	6
XVI. Older Youth.....	6
XVII. Planning.....	6
XVIII. Publications.....	6
XIX. Radio (General)*.....	7
XX. Rehabilitation of War-Torn Countries.....	8
XXI. Veterans.....	8
XXII. Victory Gardens.....	8
XXIII. United Nations Organization.....	8
XXIV. Visual Aids (General)*.....	9
XXV. Miscellaneous.....	9

\*This section does not include activities which support specific programs.

73(1-46)

172 (2-46)





## I. ANTI-INFLATION

### Completed

- (1) Weekly Letter to Extension Directors, Dec. 7, re:  
(a) Show cattle exempt from OPA rules.
- (2) Weekly Letter to Extension Directors, Dec. 28, re:  
(a) Poultry release--Secretary announces egg price support program.

### In preparation

- (1) Reviewed art work and commentary for OPA cartoon-type slidefilm entitled "Controlling Prices of the Things Farmers Buy," which is being prepared by OPA for Extension distribution. This slidefilm was also reviewed by the economics staff, who suggested certain revisions.

## II. COTTON

### Completed

- (1) Completed 64 illustrations for use in cotton publication.
- (2) Weekly Letter to Extension Directors, Dec. 7, re:  
(a) Cotton advisory board.

### In preparation

- (1) 7-step leaflet for farmers sent to the printer.
- (2) Facts About Cotton -- 60 pages of background facts for county agents and leaders; essentially approved; final art work progressing.
- (3) Looking Ahead With Cotton. Some trends and choices for county agents, prepared by BAE; page proofs returned to printer.
- (4) Cotton education folder for the press, in cooperation with Office of Information.
- (5) Education kit for county agents, to contain statement of programs, materials available, suggestions for agents, and the four publications listed (nos. 1 to 4).
- (6) 3-reel general USDA cotton movie -- some shots taken and final script progressing.
- (7) 1-reel cotton picking short -- shots completed.
- (8) Two exhibits by the Exhibit Section on cotton and the South's economy.



## II. COTTON (Cont'd.)

### In Preparation

- (9) A slidefilm, similar to the Facts About Cotton leaflet.
- (10) Also planned: Two other publications; a rotogravure spread, newspaper mats, a set of discussion charts for agents, and additional visual material and suggestions for county agent educational kit.
- (11) Plans for explaining program at Federal staff meeting.
- (12) Letter to farm organizations and other groups, explaining purpose of program and asking cooperation.
- (13) Letter to extension directors explaining status of program to date.
- (14) Plans for fuller press, radio, and visual support of program.

## III. 8-POINT DAIRY PROGRAM

### Completed

- (1) Sent on request to Georgia extension editor contact prints of two-column mats for use in State circular.
- (2) Completed distribution to States of 8-point dairy exhibit and radio transcriptions.
- (3) Two 42- by 60-inch charts on breeding prepared for dairy specialists.

## IV. FARM LABOR

### Completed

- (1) Division staff member conferred with New York State farm labor staff on migratory farm labor publicity program.
- (2) Weekly Letter to Extension Directors, Dec. 21, re:  
(a) Congressional farm labor action.
- (3) Completed report on VFV Division, covering 3-year period, in cooperation with VFV Division.
- (4) Completed report of the Division of Extension Information, covering support given to program since its inauguration.
- (5) Plans made for information support of regional meetings in January.

## V. FARM SAFETY



## VI. FAT SALVAGE

### Completed

- (1) Weekly Letter to Extension Directors, Dec. 7, re:  
(a) Continued fat need stressed by Secretary.

## VII. FIRE PREVENTION

## VIII. FOOD PRODUCTION

### Completed

- (1) Weekly Letter to Extension Directors, Dec. 7, re:  
(a) State production handbook.
- (2) Weekly Letter to Extension Directors, Dec. 28, re:  
(a) Production planning conferences.
- (3) Weekly Letter to Extension Editors, Dec. 4, re:  
(a) 1946 goals handbook.

## IX. 4-H CLUB WORK

### Completed

- (1) Weekly Letter to Extension Directors, Dec. 28, re:  
(a) 4-H 10-point program off to good start.
- (2) Weekly Letter to Extension Editors, Dec. 11, re:  
(a) To make the best better.  
(b) 4-H Congress in the editors' releases.
- (3) Weekly Letter to Extension Editors, Dec. 18, re:  
(a) Longsdorf report on 4-H Congress.  
(b) Ken Anderson says.  
(c) Radio activities at 4-H Congress.
- (4) Furnished representative of Pathfinder magazine with general background information about 4-H Club work.
- (5) Extension Service Review items and stories for December:  
(a) 4-H Club square dance.  
(b) Nebraska 4-H baby beef served in Chicago schools.  
(c) Iowa Girls set bond goals.  
(d) Young leaders trained.  
(e) 4-H forest tracts.  
(f) Successful rural-youth program.  
(g) 4-H boys in eastern Iowa acting as corn-borer scouts.
- (6) Completed article on 4-H Club work for use by Agricultural Leaders' Digest.



IX. 4-H CLUB WORK  
(Cont'd)

In preparation

- (1) Information program to support 4-H 10-guidepost program.
- (2) Series of kodachrome slides on 4-H leadership, Washington County, Md., in cooperation with Milo Downey, Maryland 4-H Club leader.
- (3) Photo page on club work in Western States, for photo catalog.

X. GOOD NEIGHBOR RELATIONS

Completed

- (1) Weekly Letter to Extension Directors, Dec. 14, re:  
(a) Hands across the border.
- (2) Weekly Letter to Extension Directors, Dec. 21, re:  
(a) Bill to promote foreign scholarships.  
(b) A friendly visitor from down under.

XI. HOME DEMONSTRATION WORK

Completed

- (1) Selected group of pictures sent to Mrs. Elsie Johns Frankfurter, New York, for use in illustrating forthcoming articles in Ladies' Home Journal.
- (2) Weekly Letter to Extension Directors, Dec. 7, re:  
(a) Home industries short course.  
(b) Sugar ruling announced (home canning).
- (3) Weekly Letter to Extension Editors, Dec. 4, re:  
(a) Home demonstration committee recommendations.
- (4) Extension Service Review items and stories for December:  
(a) Mrs. Helen D. Crandall resigns as home demonstration agent in New Mexico.  
(b) Building the peace, theme of North Dakota home demonstration clubs.  
(c) A concern for the problems of international peace, National Home Demonstration Council.  
(d) Wives of servicemen in North Dakota getting special attention of home demonstration clubs.

In preparation

- (1) Photo page on home demonstration work in Western States.



## XII. HOME FOOD PRESERVATION

### Completed

- (1) Texas women buy pineapples cooperatively, December Extension Service Review story.

## XIII. LOCAL LEADERS

### Completed

- (1) Arranged for story by Madge J. Reese for December Review, Local Leaders Can Do the Job.
- (2) Pantry Stores Went on Parade, article prepared for December Extension Service Review.

## XIV. NEGRO EXTENSION WORK

## XV. NUTRITION AND HEALTH

## XVI. OLDER YOUTH

## XVII. PLANNING

### Completed

- (1) Weekly Letter to Extension Editors, Dec. 4, re:  
(a) Postwar-problem priorities.
- (2) Building for Tomorrow, Story County, Iowa, Extension Service Review article for December.

## XVIII. PUBLICATIONS

### Completed

- (1) Weekly Letter to Extension Directors, Dec. 7, re:  
(a) Mileham joins our staff.
- (2) Weekly Letter to Extension Editors, Dec. 4, re:  
(a) Agriculture in China.  
(b) No more potluck(Rural Reporter, Kansas).
- (3) Weekly Letter to Extension Editors, Dec. 11, re:  
(a) Reference list on readability.
- (4) Weekly Letter to Extension Editors, Dec. 18, re:  
(a) Use color with discretion.  
(b) Federal-State publications coordination.



XVIII. PUBLICATIONS  
(Cont'd.)

Completed

- (5) Completed analysis of Kansas Extension Circular 188, Labor-Saving Shortcuts, at request of extension editor.
- (6) Completed analysis of Texas publication, Knox County 4-H Club Handbook, at request of extension editor.
- (7) Analyzed Illinois Circular 590, Stop Chinch Bugs, at request of extension editor.
- (8) December Review item on farmers' almanac studied (LA.).
- (9) Prepared two letters to State publication distribution officers, regarding the status of Department publications.
- (10) Arranged for distribution of the following publications in quantity to State extension services:
  - (a) Grounds Maintenance--War Department.
  - (b) Government Inspection of Processed Fruits and Vegetables.
  - (c) Feed Mixtures for Chickens.
  - (d) Root Vegetables in Everyday Meals.
  - (e) Green Vegetables in Everyday Meals.
  - (f) How To Know Legal Ceiling Prices of 90 Important Clothing Items.
  - (g) Savory Herbs.
  - (h) Marketing and Processing Margins and Costs for Livestock and Meats.
  - (i) Getting Started in Farming.
  - (j) Charts on Farm Family Living.
  - (k) Average Silage for Dairy Cows.
  - (l) Cotton Quality Statistics.
  - (m) National Forest Areas.
- (11) Requests for publications during the month totaled 189, in response to which 895,118 copies of publications were supplied. 25,336 copies of processed material were mailed during the month, and 211,891 sheets of material were duplicated for Extension use.
- (12) Editorial Unit edited 112 duplicating jobs consisting of 621 pages, and 6 miscellaneous jobs totaling 54 pages.

XIX. RADIO (General)\*

Completed

- (1) Weekly Letter to Extension Directors, Dec. 14, re:
  - (a) Radio farm directors' resolution.
- (2) Weekly Letter to Extension Editors, Dec. 4, re:
  - (a) USDA transcription.



XIX. RADIO (General)\*  
(Cont'd.)

Completed

- (3) Weekly Letter to Extension Editors, Dec. 18, re:
  - (a) Farm broadcasters were commended.
  - (b) Radio listening by farm people.

In preparation

- (1) Revision of radio handbook for extension workers (in press).

XX. REHABILITATION OF WAR-TORN COUNTRIES

Completed

- (1) Item on second clothing collection, prepared for December Extension Service Review.

In preparation

- (1) Proceedings of the conference on agricultural rehabilitation of war-torn countries (submitted for printing).

XXI. VETERANS

Completed

- (1) Weekly Letter to Extension Directors, Dec. 7, re:
  - (a) Veterans' refresher course in Texas.
- (2) Weekly Letter to Extension Directors, Dec. 21, re:
  - (a) Veterans returning to extension work.

XXII. VICTORY GARDENS

XXIII. UNITED NATIONS ORGANIZATION

Completed

- (1) Weekly Letter to Extension Directors, Dec. 21, re:
  - (a) FAO Information Service bulletin.
- (2) See XI, item 4 (b) (c).



#### XXIV. VISUAL AIDS (General)\*

##### In preparation

- (1) Extension program for production of window displays.
- (2) Handbook on visual aids (illustrated).
- (3) Organizing a County for Extension Work, Claiborne County, Tenn., motion picture. Completing and distributing motion picture filmed by County Agent C. W. Davis. (Organized sequence of shots and prepared script.)
- (4) Slidefilm series presenting in a simplified manner points on:
  - (a) Preparing effective circular letters. (Story written & photography completed.)
  - (b) Hints on home-made posters.
  - (c) Hints on radio presentation.
  - (d) News-writing hints for volunteer reporters.
  - (e) Ideas on visual presentation (all types of visual aids).
  - (f) Home-made charts and graphs to interpret talks.
  - (g) How information and visual aids can strengthen your program.
- (5) Slidefilm presenting in a simplified manner hints on better photography for county extension agents with inexpensive photographic equipment.

#### XXV. MISCELLANEOUS

##### Completed

- (1) Prepared statement on significant activities of the Extension Service during December for the Office of Budget and Finance.
- (2) Weekly Letter to Extension Directors, Dec. 7, re:
  - (a) Outlook group hears Secretary and two directors.
  - (b) Director Anderson in Washington.
  - (c) British loan announcement.
  - (d) Better farm living--an editorial.
  - (e) Objectives for American agriculture.
  - (f) Dr. Walker transfers to Kansas State.
  - (g) December annual extension conferences.
  - (h) Surplus disposal of educational materials.
  - (i) Farm paper article on county agent.
- (3) Weekly Letter to Extension Directors, Dec. 14, re:
  - (a) Important step in reorganization.
  - (b) Policy and program committee.
  - (c) Bankhead-Flannagan funds for 1947.
  - (d) USDA county council question.
  - (e) December Foreign Farm Facts.
  - (f) Dillard B. Lasseter heads FSA.

---

\*This section does not include activities which support specific programs.



XXV. MISCELLANEOUS  
(Cont'd.)

Completed

- (3)
  - (g) Tyrus Timm returns to Texas.
  - (h) Public knowledge of library financing.
  - (i) Egg situation being watched.
  - (j) What the States are doing.
  - (k) 23d annual outlook sets record.
  
- (4) Weekly Letter to Extension Directors, Dec. 21, re:
  - (a) Two important USDA talks on Extension.
  - (b) Is the farmer heading for trouble again? (talk by Secretary Anderson).
  - (c) Director Anderson given national award.
  - (d) More on educational surplus property.
  - (e) Lincoln agricultural award content.
  - (f) On earth, peace, good will to men.
  
- (5) Weekly Letter to Extension Directors, Dec. 28, re:
  - (a) Observations at Michigan State College.
  - (b) Agriculture in an expanding economy.
  - (c) Winter extension institute, January 7-9.
  - (d) Geo. E. Farrell retires from USDA.
  - (e) Extension loses a pioneer.
  - (f) USDA club directory.
  - (g) Blue Earth County (Minn.) report.
  - (h) T. L. Gaston's NACAA speech.
  - (i) Excellent supplemental irrigation handbook.
  
- (6) Weekly Letter to Extension Editors, Dec. 4, re:
  - (a) Agent realigns his sights (County Agent...He Looks Ahead, Dec. Country Gentleman).
  - (b) Add: Job opportunities.
  - (c) Received (copy of letter to Mrs. Louise Jessen, Hawaii, from Mrs. Mary G. Phillips, N. Y.).
  - (d) State extension correspondents.
  - (e) Snapshots (C. R. Elder, Harry Mileham).
  
- (7) Weekly Letter to Extension Editors, Dec. 11, re:
  - (a) And now telephones.
  - (b) Another biggest ever (meeting farm paper editors).
  - (c) Pertinent comment (farm opinion survey).
  - (d) Noted (articles by Hadley Reed and Fred Ferguson in Dec. Successful Farming).
  - (e) Honorable mention (Goldsboro News-Argus welcomes Frank Jeter).
  - (f) Snapshots (Louis Nolan, Gertrude Dieken, Robert J. Lambart, Marguerite Gilstrap).
  
- (8) Weekly Letter to Extension Editors, Dec. 18, re:
  - (a) West Virginia stresses local news.
  - (b) D. B. (relocation of offices in South Building).



XXV. MISCELLANEOUS  
(Cont'd.)

Completed

- (8) (c) Heard from (Bentley Mackay).  
(d) Noted (article by T. Swann Harding, Dec. 7 Printers' Ink).  
(e) Snapshots (Don Bennett, officers NACAA).
  
- (9) Items and stories prepared for December Extension Service Review:
  - (a) Equality for agriculture.
  - (b) Tree-planting contests.
  - (c) Texas agents learn welding.
  - (d) Welcome home for Christmas.
  - (e) Home-grown on Saipan.
  - (f) Guam agricultural school.
  - (g) Reconversion in Extension.
  - (h) Exploding atoms that work for science.
  - (i) "Bomb" now available for civilians' use.
  - (j) Making red apples redder.
  - (k) Talking it over gives clearer understanding.
  - (l) Unique community.
  - (m) How county extension agents use their time.
  - (n) Sgt. Richard F. Mayo at Okinawa experiment station.
  - (o) When buying new furniture.
  - (p) Herbert Sharp Nichols, assistant director of Tennessee, died.
  - (q) National Outlook Conference.
  - (r) County Agent M. U. Mounts, Palm Beach County, Fla., rewarded.

In preparation

- (1) Annual Report of Cooperative Extension Work, 1945.
  
- (2) Mailing list of selected individuals, organizations, and groups for dissemination of extension information.



